

**CLAIMS**

What is claimed is:

1. A method of enabling dynamic aggregation of content from a plurality of content providers, said method comprising:
  - defining a document having a plurality of display areas;
  - receiving a reference from a content provider, said reference identifying content, said content provider having a content provider identifier associated therewith;
  - associating the received reference with a display area identifier related to at least one of the plurality of display areas in the defined document; and
  - storing the associated reference, the display area identifier, and the content provider identifier in a memory area.
2. The method of claim 1, further comprising:
  - receiving a request for the document, said request comprising the content provider identifier;
  - responsive to the received request, retrieving the stored reference and display area identifier based on the content provider identifier; and
  - inserting the retrieved reference into the document based on the retrieved display area identifier.
3. The method of claim 2, further comprising sending the document with the reference to the content provider.
4. The method of claim 2, further comprising sending the document with the reference to a client computing device, wherein an application program executing on the client computing device renders the document with the reference by retrieving the content from the content provider via the reference and displaying the retrieved content in the display area identified by the display area identifier.

5. The method of claim 1, wherein defining the document having the plurality of display areas comprises defining a web page having a plurality of frames.

6. The method of claim 5, wherein receiving the reference from the content provider comprises receiving a hyperlink from the content provider.

7. The method of claim 1, wherein one or more computer-readable media have computer-executable instructions for performing the method recited in claim 1.

8. A method of enabling dynamic aggregation of content from a plurality of content providers, said method comprising:

defining a web page having a plurality of frames;  
receiving a hyperlink from a content provider, said hyperlink identifying content associated with the content provider, said content provider having a content provider identifier associated therewith;

associating the received hyperlink with a frame identifier related to one of the plurality of frames in the defined web page; and

storing the associated hyperlink, the frame identifier, and the content provider identifier in a memory area.

9. The method of claim 8, further comprising:

receiving a request for the web page, said request comprising the content provider identifier;

responsive to the received request, retrieving the stored hyperlink and frame identifier based on the content provider identifier; and

inserting the retrieved hyperlink into the web page based on the retrieved frame identifier.

10. The method of claim 9, wherein receiving the request comprises receiving a dynamic uniform resource locator having the content provider identifier as a query string parameter.

11. The method of claim 9, further comprising sending the web page with the hyperlink to the content provider.

12. The method of claim 9, further comprising sending the web page with the hyperlink to a client computing device, wherein a web browser executing on the client computing device renders the web page with the hyperlink by downloading the content from the content provider via the hyperlink and displaying the downloaded content in the frame identified by the frame identifier.

13. The method of claim 8, wherein defining the web page comprises defining the web page using a hypertext markup language.

14. The method of claim 8, wherein one or more computer-readable media have computer-executable instructions for performing the method recited in claim 8.

15. One or more computer-readable media having computer-executable components for enabling dynamic aggregation of content from a plurality of content providers, said components comprising:

    a template component to define a document having a plurality of display areas;  
    an interface component to receive a reference from a content provider, said reference identifying content, said content provider having a content provider identifier associated therewith, said interface component further adapted to associate the received reference with a display area identifier related to at least one of the plurality of display areas in the document defined by the template component; and

    a memory component to store the reference, the display area identifier, and the content provider identifier in a memory area.

16. The computer-readable media of claim 15, wherein the interface component is further adapted to receive a request for the document, said request comprising the content provider identifier.

17. The computer-readable media of claim 16, wherein the memory component, responsive to the request received by the interface component, is further adapted to retrieve the stored reference and display area identifier based on the content provider identifier.

18. The computer-readable media of claim 17, further comprising a generation component to insert the reference retrieved by the memory component into the document based on the display area identifier retrieved by the memory component.

19. The computer-readable media of claim 18, wherein the interface component is further adapted to send the document with the reference inserted by the generation component to a client computing device, wherein an application program executing on the client computing device renders the document with the reference by retrieving the content from the content provider via the reference and displaying the retrieved content in the display area identified by the display area identifier.

20. The computer-readable media of claim 15, wherein the template component is further adapted to define a web page having a plurality of frames.

21. The computer-readable media of claim 15, wherein the interface component is further adapted to receive a hyperlink from the content provider.

22. A system for enabling dynamic aggregation of content from a plurality of content providers, said system comprising:

    a first memory area to store a document defining a plurality of display areas;  
    a second memory area to store a plurality of references each identifying content associated with a content provider, wherein each of the plurality of references is

associated with one of the plurality of display areas in the document stored by the first memory area; and

a computing device to dynamically insert each of the plurality of references stored in the second memory area into the associated display area of the document stored in the first memory area responsive to a request for the document.

23. The system of claim 22, wherein the computing device is further adapted to send the document with the plurality of references to a client application program responsive to a request for the document.

24. The system of claim 23, wherein the client application program executes to retrieve the content via the references and to render the content in the document.

25. The system of claim 22, wherein the document comprises a web page, wherein each of the references comprises a hyperlink, and wherein each of the display areas comprises a frame.

26. The system of claim 22, wherein one of the plurality of references comprises a reference to a user authentication service.

27. The system of claim 22, wherein each of the plurality of references identifies content from a different content provider.

28. The system of claim 22, wherein the content identifies the content provider associated therewith.

29. The system of claim 22, wherein the content comprises one or more of the following: text, graphics, audio, and video.

30. A web service for cobranding a login user interface, said web service comprising:

a web page defining a plurality of frames;

a plurality of hyperlinks each identifying content associated with a content provider, wherein each of the plurality of hyperlinks is associated with one of the plurality of frames defined in the web page, wherein the content for one of the plurality of hyperlinks includes a user name text box and a password text box; and

computer-executable instructions to dynamically insert each of the plurality of hyperlinks into the associated frame in the web page responsive to a request for the web page.

31. The web service of claim 30, wherein the computer-executable instructions, when executed, send the web page with the plurality of hyperlinks to a client responsive to a request for the document from the client.

32. The web service of claim 31, wherein the client comprises an application program or a computing device or both.

33. The web service of claim 31, wherein the client retrieves the content identified by each of the hyperlinks and renders the retrieved content in the associated frames in the web page.

34. The web service of claim 30, further comprising another plurality of hyperlinks each identifying content associated with another content provider, and wherein the computer-executable instructions execute, responsive to a request from the another content provider, to dynamically retrieve the another plurality of hyperlinks and to insert the retrieved another plurality of hyperlinks into the associated frames in the web page.